Celebrating the Black Lesbian, Bisexual, Transgendered, Gay Community

In The Life Atlanta, Inc

Official Black Gay Pride
September 3-7, 1998
"Building Bridges/ Building Community"

PRIDE PASS

This year ITLA is introducing the Pride Pass for the Labor Day celebrations. It is our intention to create with this pass a solidarity with all of the local organizations and businnesses to generate the most successful events in Atlanta for everyone involved. We are hoping that you will join with us in presenting a coordinated schedule of events for our residents and out of town guests.

Below are the details for the Pride Pass. It identifies the benefits and expectations for both your organization and ITLA, Inc. Please contact our Executive Director and CFO, Darryl! Moch, to coordinate the agreement between our groups.

PRIDE PASS

For organizations agreeing to participate in the Pride Pass incentive ITLA, Inc., will:

- List organization in all publicity for the weekend
- General information about the organization or group on the ITLA web site (http://www.inthelifeatl.com)
- Detailed information about the oganization's event(s) on the ITLA web site
- Provide function space in the host hotel The Wyndham Hotel-Midtown (at 50% of the hotel's rental rate), as available
    a. ITLA, Inc., will act as agent for organization in negotiations with the hotel for food and other needs (this is to insure that all groups receive the best deals and rates, collectively)
    b. If the organization purchases food from the hotel there will be no cost for the room rental.
- ITLA, Inc., will provide additional staff support for the organizations event(s) held in the host hotel.

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- Offer discount to Pride Pass holders for organizations weekend activities and events as follows:
    a. if there is a pre-sales price and an at the door price the Pass holder will be entitled to the pre-sale price, at the door

    OR

    b. if there is a flat price for admissions at event Pride pass holders will be entitled to a 25% discount

    AND

    c. if Pride Pass holders purchase event tickets in advance of the organizations pre-sale cut off date they will be entitled to a 20% discount on the tickets purchased.
- Organization will participate in at least one (1) Official ITLA, Inc., sponsored event as follows:
    a. Send at least one (1) representative to the planning committee meeting that specifically deals with that event
    b. Send at least two (2) representatives to the sponsored event to assist with on-site staffing.

Pride Passes will go on sale August 1, 1998. Passes will be sold throughout the month through the Labor Day weekend.

Local businesses and dance clubs/bars will also be asked to join in on the Pride pass and offer special incentives to Pride Pass holders. Details of those negotiations will be forthcoming.

Deadlines for signing on to the Pride Pass incentive and being listed on the advance flier and passes is July 20, 1998. After the 20th you can still sign on with the Pride Pass and will be lised on subsequent advertisements.

Looking forward to working with you building bridges and building community.

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IN THE LIFE ATLANTA, INC.

P R E S E N T S :

Atlanta's Black Pride Celebration
Labor Day Weekend September 3-7, 1998

ON SALE NOW

Pride Pass

In The Life Atlanta, Inc.
Official Black Gay Pride Celebration Sept. 3-7, 1998

PRIDE PASS 40.00

- FREE admission to ALL ITLA events
- Includes ALL ITLA buffet meals at host hotel
- Discounts and specials at local clubs, restaurants, and businesses
- Discount admission to select dance parties, clubs, bars and events

Raymond Carter & Associates 50% off

Sept. 4 Friday Midnight Party | Sept. 5 Saturday Nike Pavilion Party | Sept. 6 Sunday Pool Party | Sept. 6 Sunday Ebony Flesh

CELEBRATING THE BLACK LES BI GAY TRANS COMMUNITY
BUILDING BRIDGES BUILDING COMMUNITY
IN THE LIFE ATLANTA BLACK GAY PRIDE '98

Advance Price 40.00
Regular Price 55.00
after Sept. 1, 1998

BUILDING BRIDGES BUILDING COMMUNITY

In The Life Atlanta Inc.
web-site:
www.inthelifeatl.com
or call (404) 872-6410

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4) Provide functionspace in the host hotel *The Wyndham Hotel- Midtown* (at 50% of the hotel's rental rate), as available

   A) ITLA, Inc., will act as agent for organization in negotiations with the hotel for food and other needs (this is to insure that all groups receive the best deals and rates, collectively)

   B) If the organization purchases food from the hotel there will be no cost for the room rental.

5) ITLA, Inc., will provide additional staff support for the organizations event(s) held in the host hotel.

Organizations participating in the Pride Pass incentive will offer (1) a discount to Pride Pass holders and (2) assist in the planning and staffing of one ITLA, Inc., weekend event as detailed below:

SPONSORSHIP LEVELS

YORUBA- GOLD SPONSOR $20, 000+
The Yoruba, from the coast of West Africa were well known for mining gold.

- Company Name/Logo on Banner and on all **ITLA** literature
- Recognition as an Official Sponsor of **ITLA**
- Recognition in Black Pride Souvenir Guide as an Offical Sponsor
- Use of **ITLA** logo "Official Sponsor" in advertising
- Prominent display of corporate/institutional logo at all **ITLA** events and Black Pride Weekend
- All vending fees waived at all **ITLA** events
- Advertisement space on outside back cover, inside front or back cover, if available, and two full pages of the Black Pride Souvenir Guide, (or up to six pages of advertising within the Black Pride Souvenier Guide)
- Listing on the **ITLA** web site
- Official Black Pride and **ITLA** commerative gift package and commerative plaque
- 10 **ITLA** Black Pride Passes

ZULU - SILVER SPONSOR $ 10,000 +
The Zula tribe , from South Africa, were well known for mining silver.

- Company Name/Logo on Banners and on all **ITLA** literature
- Recognition as an Offical Sponsor of **ITLA**
- Recognition in Black Pride Souvenir Guide as an Official Sponsor
- Use of it **ITLA** logo "Official Sponsor" in advertising
- Prominent display of corporate/institutional logo at all **ITLA** events and Black Pride Weekend
- Advertisement space on inside front/back cover of the Black Pride Souvenir Guide, if available (or four pages of ad space in the Guide)
- Free vending space at all **ITLA** events
- Opportunity to place an insert (up to two pages)within the Black Pride Souvenir Guide
- Listing on the **ITLA** web site
- Official Black Pride and **ITLA** commerative gift package and commerative plaque
- 8 **ITLA** Black Pride Passes

BENIN - - BRONZE SPONSOR $ 5,000 +

The Benin were well known for creating bronze helmet and body shields.

- Company Name/Logo on all **ITLA** literature
- Recognition as a Official Sponsor of **ITLA**
- Recognition in Black Pride Souvenir Guide as a Official Sponsor
- Use of **ITLA** logo "Official Sponsor" in advertising
- Free vending space at all **ITLA** events
- Verbal recognition at all **ITLA** official events
- Advertisement space on inside front/back cover of the Black Pride Souvenir Guide, if available (or two pages of ad space in the Guide)
- Listing in all **ITLA** print advertisments
- Listing on the **ITLA** web site
- Official Black Pride and **ITLA** commerative gift package
- 6 **ITLA** Black Pride Passes

HERITAGE SPONSOR $2,500+

- Recognition as an official sponsor of **ITLA**
- Recognition in Black Pride Souvenir Guide as an official sponsor
- Use of **ITLA** logo "Official Sponsor" in advertisement
- Listing in all print advertisments for **ITLA**
- One full page of advertisement space in Black Pride Souvenir Guide
- Listing on the **ITLA** web site
- Official Black Pride and **ITLA** commerative gift package
- 4 **ITLA** Black Pride Passes

FAMILY SPONSOR 1,000+

- Recognition as an official sponsor of **ITLA**
- One full page of advertisement space in Black Pride Souvenir Guide
- Listing on the **ITLA** web site
- Official Black Pride and **ITLA** commerative gift package
- 2 **ITLA** Black Pride Passes

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Friends of In The Life Atlanta

"The Colors of Liberation"- Red, Black, and Green were the colors of the Pan-African Movement flag. And have become the standard colors representing liberation for African people worldwide. This flag was originally flown to symbolize Dr. Marcus Garvey's committment to the Black Community. Dr. Garvey was the father of the "Back To Africa" movement and the Universal Negro Improvement Association (UNIA). This movement represents for people of African descent the recognition of a very rich and proud culture of people who have greatly influenced the development of the human race and the world. Later the color Gold was adopted by the movement. Each of the colors carries a significant meaning and purpose. In later days the Rainbow was selected as a symbol of the vast diversity of people working collaboratively for liberation and equality.

As a Friend of In The Life Atlanta you can show your support and committment to the goals of promoting Unity, Self-determination, Self-empowerment, and individual and community pride. As a Friend you , or your designee, will be listed in our official Black Pride Souvenir Guide and other information where we publicly display our proud Sponsors and Friends throughout the year.

RED DONOR **$500**_____
Red represents the blood shed during the slave trade and during the colonialzations of the people of Africa.

BLACK DONOR **$250**_____
Black represents the beauty of the people's skin, "Africans," taken from their homeland now living in Africa, the United States, and throughout the world.

GREEN DONOR **$100**_____
Green represents the fertility of the people and the land that was stolen from Africans.

GOLD DONOR **$50**_____
Gold represents the riches, "the gold" of our Motherland, and the richness of our Spirit

RAINBOW DONOR **$25**_____
The rainbow has been traditionally used to represent the diversity of the Les/Bi/Gay/Trans community.

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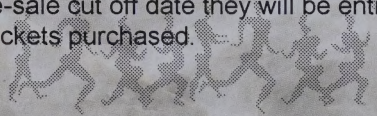

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Pride Passes will go on sale during Black Pride Kick-off at Atlanta Pride on Saturday June 27, 1998 in the Special Events Booth at 12:00 noon. Passes will be sold throughout the following months through the Labor Day weekend.

Local businesses and dance clubs/bars will also be asked to join in on the Pride pass and offer special incentives to Pride Pass holders. Details of those negotiations will be forthcoming.

Deadlines for signing on to the Pride Pass incentive and being listed on the advance flier and passes is June 22, 1998. After the 22nd you can still sign on with the Pride Pass and will be lised on subsequent advertisements.

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